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ABSTRACT

In 1981, a statewide survey of South Carolina's 16 technical college (TEC) service areas was conducted to pinpoint technical training programs with high and low visibility in order to improve recruitment, retention, and public awareness; to determine how the colleges can best communicate the career options offered; to assess citizen awareness of the colleges' role in economic development and of how programs are financed; to examine changes in the image of technical education; and to provide the basis for more cost-effective recruiting and public information dissemination and increased cooperation among the colleges. A telephone survey of 3,368 adults representing 46 counties revealed that: (1) the programs with the most visibility included mechanics, welding, nursing, business, and computer programming; (2) 52% of the respondents said they would consider taking a course at their local technical college, and 37% had family members who were planning to enroll; (3) 39% of the respondents were aware that state taxes were the main source of funding for technical education programs; (4) 48% received information about the programs from brochures, friends, or direct mail; 27% from television; and 12% from radio; and (5) 21% of the respondents had been students at one of the technical colleges in the past. The bulk of the report consists of appendices which include the questionnaire and a breakdown of responses by college service area. (HB)

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# TEC MARKETING SURVEY

RESULTS OF THE 1981 STATEWIDE TECHNICAL COLLEGE SURVEY OF SOUTH CAROLINA

JC 820 422

RESULTS OF THE 1981 STATEWIDE TECHNICAL COLLEGE SURVEY OF SOUTH CAROLINA CONDUCTED BY THE UNIVERSITY OF SOUTH CAROLINA COLLEGE OF JOURNALISM FOR THE SOUTH CAROLINA STATE BOARD FOR TECHNICAL AND COMPREHENSIVE EDUCATION.

This report on the 1981 Statewide Survey of South Carolina's 16 technical college service areas was written by the State Board for Technical and Comprehensive Education Public Information Office. Special thanks go to the Office of Special Projects and to the Office of Research and Planning, as well as to the University of South Carolina College of Journalism.

## PURPOSE OF A TEC SYSTEM AWARENESS STUDY

In September and October 1981, the 16 technical colleges in South Carolina and the State Board for Technical and Comprehensive Education contracted with the University of South Carolina College of Journalism to conduct a citizen awareness study for the following reasons:

1. To pinpoint technician training programs with high and low visibility so that an effective recruiting, retention and public information program can help ease the technician shortage for specific growth industries in South Carolina;

2. To determine how technical colleges can best communicate with the greatest numbers of people about career options;

3. To determine citizen awareness of the TEC System's role in economic development and their awareness of how TEC's programs are financed;

4. To see how the image of technical education has evolved since TEC began in 1961;

5. And, to provide the basis for a more cost-effective recruiting and public information program with greater cooperation among all 16 technical colleges.

Staff of the State Board for Technical and Comprehensive Education, working with USC staff and faculty, wrote a five-page questionnaire to be administered in five-minute telephone interviews with 3,368 South Carolinians. The population sample selected at USC included a minimum of 200 adults from each technical college service area. All 46 counties were represented. Respondents were screened according to sex and race to insure a sample proportionate to the current state population.

The survey was conducted after 5 p.m. Monday through Friday and on weekend afternoons.

This report is based upon the statewide weighted sample results weighted in proportion to the population of each county and college service area. Individual college reports follow, along with a copy of the survey questionnaire.

II

## CITIZEN AWARENESS OF TEC'S ROLE IN ECONOMIC DEVELOPMENT

Eighty percent of respondents said TEC helps attract industry into South Carolina. Technical programs with the most visibility, as indicated by unaided responses listing specific programs offered at TEC, include the following: mechanics, secretarial science, welding, nursing, business technology, computer programming, engineering technology, electricity, carpentry, masonry, automotive technology, industrial drafting, and air conditioning/refrigeration technology. These responses were given by from two to ten percent of the people interviewed. Programs named by from one to two percent of the total included electronics technology, textile technology, dental hygiene, medical lab technology, cosmetology, tool and die, plumbing and industrial engineering technology. Two areas outside TEC's regular curriculum were also mentioned by at least one percent of the sample. Those were the G.E.D. (the high school equivalency exam program) and crafts courses offered for community interest.

Respondents were keenly aware of TEC's interest in helping graduates find jobs. Eighty-one percent said TEC colleges help graduates find jobs. Seventy-three percent said TEC graduates earn more than high school graduates.

III

## CITIZEN INTEREST IN AND AWARENESS OF TEC'S PURPOSE AND QUALITY

In response to a question about how the quality of technical education in South Carolina compares with that of other states, 46 percent of the respondents said technical education here is as good as that offered elsewhere. Eighteen percent said South Carolina's Technical Education System was better than that of other states. Four percent thought TEC might not be as good as other systems. Thirty-two percent said they did not know about other states or had no opinion about quality rank.

More than half of the respondents (52%) said they would consider taking a course at their local technical colleges. The greatest percentage of these respondents (46%) said they would be interested in taking courses to improve present job skills. Thirty-three percent said they would take courses to prepare for a new career. Twenty-six percent said they would take community interest courses, which are provided by enrollment fees, and not at taxpayer cost, to develop a hobby.

Almost one-quarter of the respondents (23%) said family members had taken courses at TEC, and nearly the same percentage (24%) said their friends had been enrolled at TEC.

A greater percentage (37%) said family members were currently planning to enroll at TEC. The greatest number of these (58%) were planning to prepare for a new career, while 46 percent said family members were planning to enroll to improve current job skills. Only six percent said family members were interested in taking a course to enrich a pastime.

A majority (68%) of the respondents said they would like for their sons or daughters to attend a technical college. Only 10 percent said they would not like for their children to attend TEC. Slightly more than thirteen percent of the respondents (13%) said having their children attend TEC was all right, but they would "prefer their children attend college."

The greatest percentage of respondents (18%) stating why they would want their children to attend TEC, said developing specific skills in order to get a job was the primary reason they would approve. A similar response was given by another five percent of the respondents saying TEC was the right place for their children to improve skills for future employment. Other reasons given in an open-ended response included consideration that TEC is less expensive than many other colleges (7% of respondents); that TEC is the best place to prepare for a better job (5% of respondents); and that TEC is closer to prospective students' homes (2%).

IV

## CITIZEN AWARENESS OF TEC FUNDING

The greatest percentage of respondents (39%) were aware that state taxes are the main source of funding technical education programs in South Carolina. A significant number of respondents, though, (14%) believed student fees were TEC's primary source of funding. Very few (4%) mentioned local taxes as the main funding source. Eighteen-point-six percent said most of TEC's money comes from federal taxes. The current TEC System budget shows that 72% of TEC's money comes from state funds; 17%, from student fees; 9%, from county taxes; and 2%, from federal sources.

People generally thought South Carolina should spend more money than it now does for technical education. The greatest percentage (37%) said the state is not spending enough; 34% said the state is spending the right amount; 25% don't know about state spending; and 4% said the state is spending too much.

More than half of the respondents (56%) said TEC tuition is lower than that of other colleges.

V

## HOW CITIZENS GET INFORMATION ABOUT TECHNICAL COLLEGES AND CAREERS

In the course of this study, newspapers surfaced as the main source of information about TEC. Television and radio were named as frequent sources of information, also, and were ranked as a chief source for 27% and 12% of respondents, respectively.

Almost half (48%) of the respondents said they received information about TEC from other sources (brochures, direct mail, friends, etc.), indicating that sources other than mass media are important in reaching prospective industrial employees. Eleven percent said they received no information about technical education.

More than one-fifth of the respondents (21%) said they had been a TEC student in the past. More than half of these (59%) said they had attended TEC part time.

VI

## DEMOGRAPHICS OF RESPONDENTS

More than half of the respondents (58%) said they were heads of households. Nearly two-thirds (72%) were white; 28% were nonwhite. Fifty-four-point-seven percent were female; 45% were male.

Occupations of heads of households included managerial, professional, clerical, sales, labor, military, homemaker, retired/disabled, unemployed and a small percentage (4%) of unidentified types throughout the state.

Statewide results of this study have a two percent error rate. That is, results are accurate plus or minus two percent.

VII

## HOW RESULTS OF THIS STUDY WILL BE USED

This study will provide information to South Carolinians interested in knowing how people perceive TEC's role. It will also be used by local technical colleges in planning ways to reach prospective employees for South Carolina business and industry.

Questions about this study should be directed to the State Board for Technical and Comprehensive Education, 1429 Senate St., Columbia, S. C. 29201.

# APPENDIX A

AIKEN TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 76.5% |
| 2. The five college programs with the highest level of public awareness | a. Welding b. Mechanics c. Electronics d. Secretarial e. Business |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Aiken's service area | a. Better than 11.5% b. About the same 50.0% c. Not as good 3.5% d. Don't know 35.0% |
| 4. a. People aware that State taxes are main source of TEC's funding | 36.0% |
| b. People who think most TEC money comes from local taxes | 5.5% |
| c. People who think most TEC money comes from federal taxes | 16.0% |
| d. People who think most TEC money comes from student fees | 14.0% |
| 5. a. People who think South Carolina should spend more for TEC | 40.0% |
| b. People who think South Carolina spends the right amount for TEC | 34.5% |
| c. People who think South Carolina spends too much for TEC | 1.5% |
| 6. How Aiken TEC tuition compares with other colleges | a. More than 3.5% b. About the same 21.5% c. Less than 54.5% d. Don't know 20.5% |
| 7. Does Aiken TEC help graduates find jobs? | 82.5% Yes |
| 8. Where do respondents get most information about TEC? | a. Newspapers 29.1% b. Radio 2.5% c. TV 5.5% d. Friends 31.7% e. Other (brochures, direct mail, etc.) 40.7% f. No information 12% |
| 9. Respondents seeing or hearing recent publicity about TEC | 45.5% |

AIKEN TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 64.1% b. Radio 3.3%<br>c. TV 21.7% d. Friends 1.1%<br>e. Other (brochures, direct mail, etc. 26%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Aiken TEC -- 93.7%<br>Trident TEC -- .5%<br>Don't Know -- 5.8% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 19% |
| 13. Respondents who would take a course at TEC in the future | 46.7% |
| 14. Why respondents would take course | a. Improve job skills 46.2%<br>b. New career 31.2%<br>c. Hobby, etc. 26.9%<br>d. Other reasons 7.5% |
| 15. Family or friends who have taken courses at TEC | a. Family 15.5% b. Friends 24.5% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 61.2%<br>b. New career 53.2%<br>c. Hobby, etc. 1.6%<br>d. Other reasons 3.2% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 73.5% b. No 9.5%<br>c. Perhaps 12% d. Don't know 5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 12%<br>b. TEC would help children improve skills 8.5%<br>c. TEC is less expensive 5.5%<br>d. TEC would be better place to help children get jobs 23%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 16%<br>f. Parents think TEC provides good education 14% |

AIKEN TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 7.6% Grade 7-9 9.6%<br>Grade 10-11 12.1% Grade 12 30.3%<br>Some college 12.6%<br>College graduate 12.6%<br>Graduate degree 4.5%<br>TEC school 6%<br>Other 4.5% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 2% Professional 9.1%<br>Clerical sales 11.2% Labor 37.6%<br>Homemaker 11.2%<br>Retired-disabled 16.8%<br>Unemployed 10.2% Refused 2% |
| 3. Heads of households responding YES ONLY | 58.2% |
| 4. Race | White 78.4% Non-white 21.6% |
| 5. Sex | Male 44.2% Female 55.8% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 4.3% Professional 11.2%<br>Clerical Sales 6.9% Labor 45.7%<br>Homemaker 3.2%<br>Retired-disabled 21.8%<br>Unemployed 5.9% Refused 1% |

Beaufort TECHNICAL COLLEGE SURVEY SUMMARY

| | OPINION IN QUESTION | RESPONSES |
|---|---|---|
| 1. | People who believe TEC helps attract industry to South Carolina | 70.5% |
| 2. | The five college programs with the highest level of public awareness | a. Mechanics 10.6% b. Nursing 5.3%<br>c. Secretarial 8.6% d. Carpentry 4.3%<br>e. Welding 4.8% |
| 3. | Perceptions of how the South Carolina Technical Education System ranks nationally according to Beaufort service area | a. Better than 18.8%<br>b. About the same 43.9%<br>c. Not as good 6.7%<br>d. Don't know 30.4% |
| 4. a. | People aware that State taxes are main source of TEC's funding | 38.2% |
| b. | People who think most TEC money comes from local taxes | 4.3% |
| c. | People who think most TEC money comes from federal taxes | 19.3% |
| d. | People who think most TEC money comes from student fees | 14.9% |
| 5. a. | People who think South Carolina should spend more for TEC | 39.6% |
| b. | People who think South Carolina spends the right amount for TEC | 29.9% |
| c. | People who think South Carolina spends too much for TEC | 6.3% |
| 6. | How Beaufort TEC tuition compares with other colleges | a. More than 2.4%<br>b. About the same 22.6%<br>c. Less than 43.7%<br>d. Don't know 31.2% |
| 7. | Does Beaufort TEC help graduates find jobs? | Yes 76.4% |
| 8. | Where do respondents get most information about TEC? | a. Newspapers 26.9% b. Radio 3.3%<br>c. TV 7.2% d. Friends 29.8%<br>e. Other (brochures, direct mail, etc.) 43.7%<br>f. No information 13.4% |
| 9. | Respondents seeing or hearing recent publicity about TEC | Yes 48.5% |

Beaufort

# TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 50.8% b. Radio 16.6%<br>c. TV 25.4% d. Friends 4.9%<br>e. Other (brochures, direct mail, etc. 10.7%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Beaufort 66.8% |
| 12. Respondents who have also been students at a TEC college in South Carolina | Yes 10.6% |
| 13. Respondents who would take a course at TEC in the future | Yes 48.4% |
| 14. Why respondents would take course | a. Improve job skills 51.5%<br>b. New career 42.2%<br>c. Hobby, etc. 31.4%<br>d. Other reasons 2.9% |
| 15. Family or friends who have taken courses at TEC | a. Family 17.8% b. Friends 36.1% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 50%<br>b. New career 66.6%<br>c. Hobby, etc. 13.6%<br>d. Other reasons 1.5% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 68.2% b. No 14.9%<br>c. Perhaps 12.9% d. Don't know 3.8% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 14.9%<br>b. TEC would help children improve skills 4.8%<br>c. TEC is less expensive 7.6%<br>d. TEC would be better place to help children get jobs 24.4%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 10.1%<br>f. Parents think TEC provides good education 13.5% |

Beaufort TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 3.9% Grade 7-9 9.3%<br>Grade 10-11 14.2% Grade 12 35.5%<br>Some college 12.8%<br>College graduate 13.3%<br>Graduate degree 6.4%<br>TEC school 3.9%<br>Other .49% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 4.9% Professional 6.4%<br>Clerical sales 17.8% Labor 25.2%<br>Homemaker 17.3% Military 2.4%<br>Retired-disabled 17.3%<br>Unemployed 7.4% Refused .99% |
| 3. Heads of households responding YES ONLY | 62.5% |
| 4. Race | White 62.9% Non-white 37% |
| 5. Sex | Male 43.9% Female 56% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 4.2% Professional 5.7%<br>Clerical Sales 16.3% Labor 36.3%<br>Homemaker 6.3% Military 5.8%<br>Retired-disabled 20.5%<br>Unemployed 2.1% Refused 2.6% |

Chesterfield-Marlboro TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 78.5% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 5% b. Nursing 7%<br>c. Secretarial 2.5% d. Welding 3.5%<br>e. Business 3% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Chesterfield/Marlboro service area | a. Better than 13 %<br>b. About the same 57.2 %<br>c. Not as good 4.0%<br>d. Don't know 25.1% |
| 4. a. People aware that State taxes are main source of TEC's funding | 35% |
| b. People who think most TEC money comes from local taxes | 3.5% |
| c. People who think most TEC money comes from federal taxes | 17% |
| d. People who think most TEC money comes from student fees | 13% |
| 5. a. People who think South Carolina should spend more for TEC | 39.2% |
| b. People who think South Carolina spends the right amount for TEC | 27.6% |
| c. People who think South Carolina spends too much for TEC | 4% |
| 6. How Chesterfield/Marlboro TEC tuition compares with other colleges | a. More than 1.5%<br>b. About the same 21.5%<br>c. Less than 55%<br>d. Don't know 22% |
| 7. Does Chesterfield/Marlboro TEC help graduates find jobs? | Yes 80.4% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 22.5% b. Radio 3%<br>c. TV 5.5% d. Friends 32.5%<br>e. Other (brochures, direct mail, etc.) 54 %<br>f. No information 7.5% |
| 9. Respondents seeing or hearing recent publicity about TEC | Yes 41.3% |

Chesterfield/Marlboro TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 56.1% b. Radio 16.3%<br>c. TV 18.7% d. Friends 2.5%<br>e. Other (brochures, direct mail, etc. 32.2%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Chesterfield/Marlboro TEC 77.8% |
| 12. Respondents who have also been students at a TEC college in South Carolina | Yes 25.1% |
| 13. Respondents who would take a course at TEC in the future | Yes 44.6% |
| 14. Why respondents would take course | a. Improve job skills 43%<br>b. New career 51.1%<br>c. Hobby, etc. 17%<br>d. Other reasons 4.5% |
| 15. Family or friends who have taken courses at TEC | a. Family 21.7% b. Friends 24.7% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 48%<br>b. New career 63.5%<br>c. Hobby, etc. 6.7%<br>d. Other reasons 4.1% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 76.4% b. No 8.0%<br>c. Perhaps 13.1% d. Don't know 2.5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 11.2%<br>b. TEC would help children improve skills 3.2%<br>c. TEC is less expensive 9.6%<br>d. TEC would be better place to help children get jobs 25.5%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 13.9%<br>f. Parents think TEC provides good education 12.8% |

Chesterfield/Marlboro TEC TECHNICAL COLLEGE SURVEY SUMMARY

DEMOGRAPHICS OF RESPONDENTS

PERCENT

1. Last grade finished in school ALL RESPONSES

Grade 1-6 5.5% Grade 7-9 15%
Grade 10-11 22.5% Grade 12 25.5%
Some college 6.5%
College graduate 12.5%
Graduate degree 1.5%
TEC school 9.5%
Other 1.5%

2. Respondents' occupation ALL RESPONSES AND %

Managerial 2.5% Professional 9.0%
Clerical sales 11.5% Labor 40.7%
Homemaker 10.5%
Retired-disabled 16.1%
Unemployed 8.5% Refused 1.0%

3. Heads of households responding YES ONLY

Yes 59.8%

4. Race

White 65.8% Non-white 34.2%

5. Sex

Male 47.2% Female 52.7%

6. Occupation of head of household LAST LISTING, RESPONSE AND %

Managerial 3.7% Professional 9.1%
Clerical Sales 7.5% Labor 52.1%
Homemaker 4.3%
Retired-disabled 18.3%
Unemployed 3.2% Refused 1.6%

DENMARK TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 66.5% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 9.5% b. Engineering 4%<br>c. Secretarial 7% d. Business 4%<br>e. Welding 4% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Denmark's service area | a. Better than 11%<br>b. About the same 53%<br>c. Not as good 5%<br>d. Don't know 31% |
| 4. a. People aware that State taxes are main source of TEC's funding | 37% |
| b. People who think most TEC money comes from local taxes | 3.5% |
| c. People who think most TEC money comes from federal taxes | 15.5% |
| d. People who think most TEC money comes from student fees | 9.5% |
| 5. a. People who think South Carolina should spend more for TEC | 38.5% |
| b. People who think South Carolina spends the right amount for TEC | 23.5% |
| c. People who think South Carolina spends too much for TEC | 5.5% |
| 6. How Denmark TEC tuition compares with other colleges | a. More than 3.5%<br>b. About the same 14.0%<br>c. Less than 57.0%<br>d. Don't know 25.5% |
| 7. Does Denmark TEC help graduates find jobs? | 76.4% YES |
| 8. Where do respondents get most information about TEC? | a. Newspapers 27.5% b. Radio 8%<br>c. TV 8.5% d. Friends 32%<br>e. Other (brochures, direct mail, etc.) 39.5%<br>f. No information 18% |
| 9. Respondents seeing or hearing recent publicity about TEC | 34% YES |

DENMARK TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 58.6% b. Radio 25.7%<br>c. TV 18.6% d. Friends 14.3%<br>e. Other (brochures, direct mail, etc.) 12.9%<br>f. Don't know 1.4% |
| 11. Closest TEC college to respondent's home | Denmark--51.9% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 10% |
| 13. Respondents who would take a course at TEC in the future | 36.7% |
| 14. Why respondents would take course | a. Improve job skills 49.3%<br>b. New career 45.2%<br>c. Hobby, etc. 30.1%<br>d. Other reasons 2.7% |
| 15. Family or friends who have taken courses at TEC | a. Family 16.5% b. Friends 23% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 44.6%<br>b. New career 64.6%<br>c. Hobby, etc. 7.7%<br>d. Other reasons 3.1% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 69% b. No 11%<br>c. Perhaps 16.5% d. Don't know 3.5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 12%<br>b. TEC would help children improve skills 3.5%<br>c. TEC is less expensive 4%<br>d. TEC would be better place to help children get jobs 28.5%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 15.5%<br>f. Parents think TEC provides good education 10.5% |

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 8.4% Grade 7-9 7.9%<br>Grade 10-11 21.9% Grade 12 34%<br>Some college 10.5%<br>College graduate 7.3%<br>Graduate degree 3.1%<br>TEC school 4.7%<br>Other 2.1% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 1.5% Professional 2.6%<br>Clerical sales 7.2% Labor 39.7%<br>Homemaker 12.4% Military .5%<br>Retired-disabled 18%<br>Unemployed 14.4% Refused 3.6% |
| 3. Heads of households responding YES ONLY | 59.9% |
| 4. Race | White 54.8% Non-white 45.2% |
| 5. Sex | Male 43.7% Female 55.8% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 1.1% Professional 2.2%<br>Clerical Sales 3.9% Labor 57.5%<br>Homemaker 6.1% Military 1.1%<br>Retired-disabled 21.5%<br>Unemployed 3.9% Refused 2.8% |

Florence/Darlington TEC TECHNICAL COLLEGE SURVEY SUMMARY

| | OPINION IN QUESTION | RESPONSES |
|---|---|---|
| 1. | People who believe TEC helps attract industry to South Carolina | 81.5% |
| 2. | The five college programs with the highest level of public awareness | a. Mechanics 8.7% b. Nursing 11.3%<br>c. Secretarial 6.7% d. Engineering 3.6%<br>e. Welding 3.1% |
| 3. | Perceptions of how the South Carolina Technical Education System ranks nationally according to ~~Florence/Darlington~~ service area | a. Better than 15.5%<br>b. About the same 63%<br>c. Not as good .5%<br>d. Don't know 21% |
| 4. a. | People aware that State taxes are main source of TEC's funding | 38% |
| b. | People who think most TEC money comes from local taxes | 2% |
| c. | People who think most TEC money comes from federal taxes | 12% |
| d. | People who think most TEC money comes from student fees | 16.5% |
| 5. a. | People who think South Carolina should spend more for TEC | 26.8% |
| b. | People who think South Carolina spends the right amount for TEC | 39.4% |
| c. | People who think South Carolina spends too much for TEC | 4.0% |
| 6. | How Florence/Darlington TEC TEC tuition compares with other colleges | a. More than 4%<br>b. About the same 25.5%<br>c. Less than 47%<br>d. Don't know 23.5% |
| 7. | Does Florence/Darlington TEC TEC help graduates find jobs? | 86.5% |
| 8. | Where do respondents get most information about TEC? | a. Newspapers 16.5% b. Radio 4.0%<br>c. TV 9.5% d. Friends 25.6%<br>e. Other (brochures, direct mail, etc.) 48%<br>f. No information 12.5% |
| 9. | Respondents seeing or hearing recent publicity about TEC | Yes 56.3% |

Florence/Drlington TEC TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 39.8% b. Radio 7.6%<br>c. TV 30.5% d. Friends 17.8%<br>e. Other (brochures, direct mail, etc. 13.6%<br>f. Don't know 3.4% |
| 11. Closest TEC college to respondent's home | Florence/Darlington 86.4% |
| 12. Respondents who have also been students at a TEC college in South Carolina | Yes 19.8% |
| 13. Respondents who would take a course at TEC in the future | 56.7% |
| 14. Why respondents would take course | a. Improve job skills 53.9%<br>b. New career 26.3%<br>c. Hobby, etc. 27.2%<br>d. Other reasons 5.3% |
| 15. Family or friends who have taken courses at TEC | a. Family 23.5% b. Friends 25% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 52.8%<br>b. New career 45.5%<br>c. Hobby, etc. 3.4%<br>d. Other reasons 2.3% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 75.1% b. No 5.1%<br>c. Perhaps 15.7% d. Don't know 4.1% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 7.7%<br>b. TEC would help children improve skills 2.2%<br>c. TEC is less expensive 6.0%<br>d. TEC would be better place to help children get jobs 33.9%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 22.5%<br>f. Parents think TEC provides good education 9.3% |

Florence/Darlington TEC TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 9.1% Grade 7-9 13.2%<br>Grade 10-11 12.7% Grade 12 34.5%<br>Some college 7.6%<br>College graduate 11.7%<br>Graduate degree 4.1%<br>TEC school 5.1%<br>Other 2.0% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 2.5% Professional 10.6%<br>Clerical sales 16.1% Labor 35.2%<br>Homemaker 12.6%<br>Retired-disabled 16.1%<br>Unemployed 6.0% Refused 1.0% |
| 3. Heads of households responding YES ONLY | 66% |
| 4. Race | White 63.5% Non-white 36.5% |
| 5. Sex | Male 46% Female 54% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 4.7% Professional 9.8%<br>Clerical Sales 14.5% Labor 41.5%<br>Homemaker 4.7%<br>Retired-disabled 21.2%<br>Unemployed 3.1% Refused .5% |

GREENVILLE TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 89.4% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics b. Nursing c. Secretarial d. Engineering e. Computer program |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Greenville TEC service area | a. Better than 20.6% b. About the same 39.2% c. Not as good 2.01% d. Don't know 38.2% |
| 4. a. People aware that State taxes are main source of TEC's funding | 43.7% |
| b. People who think most TEC money comes from local taxes | 4.02% |
| c. People who think most TEC money comes from federal taxes | 14.6% |
| d. People who think most TEC money comes from student fees | 14% |
| 5. a. People who think South Carolina should spend more for TEC | 35.7% |
| b. People who think South Carolina spends the right amount for TEC | 39.2% |
| c. People who think South Carolina spends too much for TEC | 4.02% |
| 6. How Greenville TEC tuition compares with other colleges | a. More than 2.02% b. About the same 18.2% c. Less than 60.6% d. Don't know 19.2% |
| 7. Does Greenville TEC help graduates find jobs? | Yes 83.8% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 28.4% b. Radio 3.5% c. TV 8.6% d. Friends 26.9% e. Other (brochures, direct mail, etc.) 57.4% f. No information 8.6% |
| 9. Respondents seeing or hearing recent publicity about TEC | 48.5% |

Greenville TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 53.6% b. Radio 13.4%<br>c. TV 37.1% d. Friends 3.1%<br>e. Other (brochures, direct mail, etc. 16.5%<br>f. Don't know 1% |
| 11. Closest TEC college to respondent's home Greenville | 94.3% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 29.9% |
| 13. Respondents who would take a course at TEC in the future | 61.9% |
| 14. Why respondents would take course | a. Improve job skills 37.2%<br>b. New career 26.4%<br>c. Hobby, etc. 22.3%<br>d. Other reasons 21.5% |
| 15. Family or friends who have taken courses at TEC | a. Family 31.8% b. Friends 24.2% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 24.1%<br>b. New career 74.7%<br>c. Hobby, etc. 3.6%<br>d. Other reasons 6% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 61.1% b. No 11.1%<br>c. Perhaps 23.7% d. Don't know 4.04% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 16.6%<br>b. TEC would help children improve skills 8.04<br>c. TEC is less expensive 11.1%<br>d. TEC would be better place to help children get jobs 15.5%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 16.1%<br>f. Parents think TEC provides good education 12.6% |

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GREENVILLE TECHNICAL COLLEGE SURVEY SUMMARY

DEMOGRAPHICS OF RESPONDENTS

PERCENT

1. Last grade finished in school ALL RESPONSES
   Grade 1-6 1.6% Grade 7-9 6.2%
   Grade 10-11 9.8% Grade 12 25.9%
   Some college 16.1%
   College graduate 16.1%
   Graduate degree 11.4%
   TEC school 11.4%
   Other 1.5%

2. Respondents' occupation ALL RESPONSES AND %
   Managerial 5.6% Professional 16.9%
   Clerical sales 17.4% Labor 22.6%
   Homemaker 15.4%
   Retired-disabled 12.3%
   Unemployed 6.1% Refused 3.6%

3. Heads of households responding YES ONLY
   56.3%

4. Race
   White 84.4% Non-white 15.6%

5. Sex
   Male 48.2% Female 51.8%

6. Occupation of head of household LAST LISTING, RESPONSE AND %
   Managerial 9.1% Professional 17.6%
   Clerical Sales 16% Labor 32.6%
   Homemaker 3.7%
   Retired-disabled 17.1 %
   Unemployed 2.1% Refused 1.6%

Horry/Georgetown TEC TECHNICAL COLLEGE SURVEY SUMMARY

| | OPINION IN QUESTION | RESPONSES |
|---|---|---|
| 1. | People who believe TEC helps attract industry to South Carolina | 72.7% |
| 2. | The five college programs with the highest level of public awareness | a. Mechanics 7.9% b. Nursing 5.5%<br>c. Secretarial 3.9% d. Carpentry 3.5%<br>e. Electrician 3.9% |
| 3. | Perceptions of how the South Carolina Technical Education System ranks nationally according to Horry/Georgetown service area | a. Better than 11.4%<br>b. About the same 44.7%<br>c. Not as good 8.9%<br>d. Don't know 34.8% |
| 4. a. | People aware that State taxes are main source of TEC's funding | 36.3% |
| b. | People who think most TEC money comes from local taxes | 3.9% |
| c. | People who think most TEC money comes from federal taxes | 16.9% |
| d. | People who think most TEC money comes from student fees | 13.9% |
| 5. a. | People who think South Carolina should spend more for TEC | 33.8% |
| b. | People who think South Carolina spends the right amount for TEC | 37.3% |
| c. | People who think South Carolina spends too much for TEC | 2.5% |
| 6. | How Horry/Georgetown TEC tuition compares with other colleges | a. More than 3.9%<br>b. About the same 23.8%<br>c. Less than 40.3%<br>d. Don't know 31.8% |
| 7. | Does Horry/Georgetown TEC help graduates find jobs? | Yes 76.1% |
| 8. | Where do respondents get most information about TEC? | a. Newspapers 32.9% b. Radio 3.5%<br>c. TV 6.1% d. Friends 28.4%<br>e. Other (brochures, direct mail, etc.) 38.6%<br>f. No information 14.7% |
| 9. | Respondents seeing or hearing recent publicity about TEC | Yes 40.8% |

Horry/Georgetown TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 51.9% b. Radio 19.8%<br>c. TV 17.3% d. Friends 3.7%<br>e. Other (brochures, direct mail, etc. 20%<br>f. Don't know 2.5% |
| 11. Closest TEC college to respondent's home | Horry/Georgetown 62.1% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 18.4% |
| 13. Respondents who would take a course at TEC in the future | 43.9% |
| 14. Why respondents would take course | a. Improve job skills 45.1%<br>b. New career 35.2%<br>c. Hobby, etc. 30.8%<br>d. Other reasons 7.7% |
| 15. Family or friends who have taken courses at TEC | a. Family 18.4% b. Friends 19.4% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 47.9%<br>b. New career 65.8%<br>c. Hobby, etc. 6.8%<br>d. Other reasons 4.1% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 73.1% b. No 5.5%<br>c. Perhaps 15.4% d. Don't know 5.9% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 13.5%<br>b. TEC would help children improve skills 3.8%<br>c. TEC is less expensive 3.2%<br>d. TEC would be better place to help children get jobs 28%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 17.8%<br>f. Parents think TEC provides good education 11.9% |

~~Horry/Georgetown~~ TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 4% Grade 7-9 11.6%<br>Grade 10-11 18.6% Grade 12 30.2%<br>Some college 10.6%<br>College graduate 6.5%<br>Graduate degree 2.5%<br>TEC school 10.1%<br>Other 6% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 1.0% Professional 2.5%<br>Clerical sales 8.0% Labor<br>Homemaker 16.6% Military 1.5%<br>Retired-disabled 18.1%<br>Unemployed 6.0% Refused 4.0% |
| 3. Heads of households responding YES ONLY | 59.2% |
| 4. Race | White 71.7% Non-white 28.4% |
| 5. Sex | Male 46.3% Female 53.2% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 3.2% Professional 4.3%<br>Clerical Sales 5.9% Labor 49.5%<br>Homemaker 8.1% Military 3.2%<br>Retired-disabled 21%<br>Unemployed 2.2% Refused 2.7% |

MIDLANDS TECHNICAL COLLEGE SURVEY SUMMARY

| | OPINION IN QUESTION | RESPONSES |
|---|---|---|
| 1. | People who believe TEC helps attract industry to South Carolina | 81.5% |
| 2. | The five college programs with the highest level of public awareness | a. Mechanics 7.4% b. Nursing 6.7%<br>c. Secretarial 8.1% d. Engineering 5.6%<br>e. Computer Program 10% |
| 3. | Perceptions of how the South Carolina Technical Education System ranks nationally according to Midlands' service area | a. Better than 22.6%<br>b. About the same 38.5%<br>c. Not as good 5.9%<br>d. Don't know 33.0% |
| 4. a. | People aware that State taxes are main source of TEC's funding | 42.4% |
| b. | People who think most TEC money comes from local taxes | 1.9% |
| c. | People who think most TEC money comes from federal taxes | 21.2% |
| d. | People who think most TEC money comes from student fees | 20.1% |
| 5. a. | People who think South Carolina should spend more for TEC | 42.6% |
| b. | People who think South Carolina spends the right amount for TEC | 26.3% |
| c. | People who think South Carolina spends too much for TEC | 5.6% |
| 6. | How Midlands TEC tuition compares with other colleges | a. More than 3.0%<br>b. About the same 14.8%<br>c. Less than 64.8%<br>d. Don't know 17.4% |
| 7. | Does Midlands TEC help graduates find jobs? | 79.9% YES |
| 8. | Where do respondents get most information about TEC? | a. Newspapers 25.6% b. Radio 2.6%<br>c. TV 8.1% d. Friends 27.8%<br>e. Other (brochures, direct mail, etc.) 57.4%<br>f. No information 10.7% |
| 9. | Respondents seeing or hearing recent publicity about TEC | 45.5% |

MIDLANDS TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 39.3% b. Radio 6.6%<br>c. TV 27.9% d. Friends 3.3%<br>e. Other (brochures, direct mail, etc.) 44.3%<br>f. Don't know .8% |
| 11. Closest TEC college to respondent's home | Midlands--85% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 20.1% |
| 13. Respondents who would take a course at TEC in the future | 59.0% |
| 14. Why respondents would take course | a. Improve job skills 42.5%<br>b. New career 30.8%<br>c. Hobby, etc. 26.4%<br>d. Other reasons 18.9% |
| 15. Family or friends who have taken courses at TEC | a. Family 21.9% b. Friends 27.4% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 44.3%<br>b. New career 65.6%<br>c. Hobby, etc. 8.3%<br>d. Other reasons 6.6% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 59.3% b. No 10.1%<br>c. Perhaps 28.4% d. Don't know 2.2% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 13.6%<br>b. TEC would help children improve skills 3.9%<br>c. TEC is less expensive 6.6%<br>d. TEC would be better place to help children get jobs 25.1%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 29.2%<br>f. Parents think TEC provides good education 8.9% |

MIDLANDS TECHNICAL COLLEGE SURVEY SUMMARY

DEMOGRAPHICS OF RESPONDENTS — PERCENT

1. Last grade finished in school ALL RESPONSES
   Grade 1-6 1.5% Grade 7-9 5.6%
   Grade 10-11 13.4% Grade 12 29.5%
   Some college 15.7%
   College graduate 14.2%
   Graduate degree 10.8%
   TEC school 8.2%
   Other 1.1%

2. Respondents' occupation ALL RESPONSES AND %
   Managerial 5.9% Professional 12.7%
   Clerical sales 20.9% Labor 22.0%
   Homemaker 12.7% Military 1.5%
   Retired-disabled 10.4%
   Unemployed 10.8% Refused 3%

3. Heads of households responding YES ONLY
   56%

4. Race
   White 68.9% Non-white 30.7%

5. Sex
   Male 42.6% Female 57%

6. Occupation of head of household LAST LISTING, RESPONSE AND %
   Managerial 5.5% Professional 16.1%
   Clerical Sales 20.4% Labor 32.2%
   Homemaker 2.7% Military 4.3%
   Retired-disabled 12.5%
   Unemployed 4.3% Refused 2%

ORANGEBURG-CALHOUN TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 74.9% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 8% b. Secretarial 4.5%<br>c. Carpentry 4% d. Welding 6.5%<br>e. Tool & Die 6.0% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Orangeburg-Calhoun's service area | a. Better than 16.0%<br>b. About the same 47.5%<br>c. Not as good 2.5%<br>d. Don't know 34.0% |
| 4. a. People aware that State taxes are main source of TEC's funding | 34.5% |
| b. People who think most TEC money comes from local taxes | 3.0% |
| c. People who think most TEC money comes from federal taxes | 20.0% |
| d. People who think most TEC money comes from student fees | 14.0% |
| 5. a. People who think South Carolina should spend more for TEC | 37.4% |
| b. People who think South Carolina spends the right amount for TEC | 32.3% |
| c. People who think South Carolina spends too much for TEC | 6.6% |
| 6. How Orangeburg-Calhoun TEC tuition compares with other colleges | a. More than 5.5%<br>b. About the same 12.6%<br>c. Less than 55.3%<br>d. Don't know 26.6% |
| 7. Does Orangeburg-Calhoun TEC help graduates find jobs? | 71.7% YES |
| 8. Where do respondents get most information about TEC? | a. Newspapers 28.1% b. Radio 3.0%<br>c. TV 3.5% d. Friends 24.1%<br>e. Other (brochures, direct mail, etc.) 49.7%<br>f. No information 16.1% |
| 9. Respondents seeing or hearing recent publicity about TEC | 46.5% YES |

ORANGEBURG-CALHOUN TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 75% b. Radio 8.7%<br>c. TV 7.6% d. Friends 3.3%<br>e. Other (brochures, direct mail, etc.) 26.1%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Orangeburg-Calhoun--88.3% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 21.0% |
| 13. Respondents who would take a course at TEC in the future | 57.1% |
| 14. Why respondents would take course | a. Improve job skills 41.4%<br>b. New career 33.6%<br>c. Hobby, etc. 25.9%<br>d. Other reasons 11.2% |
| 15. Family or friends who have taken courses at TEC | a. Family 27.5% b. Friends 21% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 51.4%<br>b. New career 56.9%<br>c. Hobby, etc. 2.8%<br>d. Other reasons 8.2% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 70.7% b. No 9.1%<br>c. Perhaps 15.7% d. Don't know 4.5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 14%<br>b. TEC would help children improve skills 3.5%<br>c. TEC is less expensive 11%<br>d. TEC would be better place to help children get jobs 26.5%<br>THIS IS COMBINATION OF 3 RELATE OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 14%<br>f. Parents think TEC provides good education 14% |

ORANGEBURG-CALHOUN TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 7% Grade 7-9 10.5%<br>Grade 10-11 15.5% Grade 12 28.5%<br>Some college 9%<br>College graduate 10%<br>Graduate degree 8.5%<br>TEC school 8.5%<br>Other 2.5% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 4.5% Professional 14.6%<br>Clerical sales 12.6% Labor 28.1%<br>Homemaker 13.6% Military 5%<br>Retired-disabled 15.1%<br>Unemployed 8% Refused 3% |
| 3. Heads of households responding YES ONLY | 56.5% |
| 4. Race | White 50% Non-white 50% |
| 5. Sex | Male 33.7% Female 66.3% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 6.0% Professional 12.0%<br>Clerical Sales 11.5% Labor 41.5%<br>Homemaker 4.4% Military .5%<br>Retired-disabled 19.1%<br>Unemployed 3.3% Refused 1.6% |

Piedmont TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 79.2% |
| 2. The five college programs with the highest level of public awareness | a. Welding b. Computer/Programming c. Mechanics d. Secretarial e. Business |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to _____ service area | a. Better than 21.7% b. About the same 45.8% c. Not as good 3.9% d. Don't know 28.6% |
| 4. a. People aware that State taxes are main source of TEC's funding | 40.9% |
| b. People who think most TEC money comes from local taxes | 3.4% |
| c. People who think most TEC money comes from federal taxes | 18.2% |
| d. People who think most TEC money comes from student fees | 11.3% |
| 5. a. People who think South Carolina should spend more for TEC | 39.3% |
| b. People who think South Carolina spends the right amount for TEC | 33.3% |
| c. People who think South Carolina spends too much for TEC | 5% |
| 6. How Piedmont TEC tuition compares with other colleges | a. More than 1.5% b. About the same 18.3% c. Less than 57% d. Don't know 23.3% |
| 7. Does Piedmont TEC help graduates find jobs? | 77.2% Yes |
| 8. Where do respondents get most information about TEC? | a. Newspapers 30.7% b. Radio 5.4% c. TV 10% d. Friends 35.1% e. Other (brochures, direct mail, etc.) 43.3% f. No information 11% |
| 9. Respondents seeing or hearing recent publicity about TEC | 43.4% |

Piedmont TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 59% b. Radio 14.8%<br>c. TV 18.2% d. Friends 2.3%<br>e. Other (brochures, direct mail, etc. 21.6%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Piedmont 50% Greenville 9%<br>Don't know 23% Midlands 2.9%<br>Aiken 11.8% Spartanburg 1.1%<br>Tri-County 1.1% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 24.5% |
| 13. Respondents who would take a course at TEC in the future | 44.5% |
| 14. Why respondents would take course | a. Improve job skills 34.4%<br>b. New career 32.3%<br>c. Hobby, etc. 28%<br>d. Other reasons 13% |
| 15. Family or friends who have taken courses at TEC | a. Family 23% b. Friends 21.5% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 40.3%<br>b. New career 58%<br>c. Hobby, etc. 4.9%<br>d. Other reasons 9.7% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 73% b. No 11%<br>c. Perhaps 13.5% d. Don't know 2.5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 8.9%<br>b. TEC would help children improve skills 3%<br>c. TEC is less expensive 6.4%<br>d. TEC would be better place to help children get jobs 22.5%<br>THIS IS COMBINATION OF 3 RELATE OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 15.3%<br>f. Parents think TEC provides good education 20.7% |

Piedmont TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 7.9% Grade 7-9 11.3%<br>Grade 10-11 17.2% Grade 12 27.6%<br>Some college 6.9%<br>College graduate 10.3%<br>Graduate degree 4%<br>TEC school 11.9%<br>Other 3% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 2.5% Professional 6.9%<br>Clerical sales 11.3% Labor 37.4%<br>Homemaker 12.3% Military .49%<br>Retired-disabled 15.8%<br>Unemployed 10.8% Refused 2.5% |
| 3. Heads of households responding YES ONLY | 58.4% |
| 4. Race | White 70.3% Non-white 29.7% |
| 5. Sex | Male 41.6% Female 58.4% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 3.2% Professional 8.4%<br>Clerical Sales 7.4% Labor 51%<br>Homemaker 3.7% Military .52%<br>Retired-disabled 20%<br>Unemployed 4.8% Refused 1% |

Spartanburg TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 77.5% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 7.6% b. Secretarial 4.3%<br>c. Business 5.2% d. Engineering 3.3%<br>e. Computer program 8.1% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Spartanburg service area | a. Better than 22.9%<br>b. About the same 47.6%<br>c. Not as good 3.3%<br>d. Don't know 26.2% |
| 4. a. People aware that State taxes are main source of TEC's funding | 39.5% |
| b. People who think most TEC money comes from local taxes | 3.8% |
| c. People who think most TEC money comes from federal taxes | 21.4% |
| d. People who think most TEC money comes from student fees | 11.9% |
| 5. a. People who think South Carolina should spend more for TEC | 39.2% |
| b. People who think South Carolina spends the right amount for TEC | 36.4% |
| c. People who think South Carolina spends too much for TEC | 2.4% |
| 6. How Spartanburg TEC tuition compares with other colleges | a. More than 2.4%<br>b. About the same 18.1%<br>c. Less than 54.3%<br>d. Don't know 25.2% |
| 7. Does Spartanburg TEC help graduates find jobs? | Yes 79.3% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 23.4% b. Radio 3.3%<br>c. TV 8.1% d. Friends 30.1%<br>e. Other (brochures, direct mail, etc.) 42.1%<br>f. No information 14.4% |
| 9. Respondents seeing or hearing recent publicity about TEC | 38.1% Yes |

Spartanburg TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 46.3% b. Radio 15.0%<br>c. TV 28.8% d. Friends 1.3%<br>e. Other (brochures, direct mail, etc. 22.5%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Spartanburg 84.1% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 17.9% |
| 13. Respondents who would take a course at TEC in the future | 47.8% |
| 14. Why respondents would take course | a. Improve job skills 44.6%<br>b. New career 40.6%<br>c. Hobby, etc. 16.8%<br>d. Other reasons 8.9% |
| 15. Family or friends who have taken courses at TEC | a. Family 23% b. Friends 27.8% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 44.7%<br>b. New career 56.5%<br>c. Hobby, etc. 1.2%<br>d. Other reasons 3.5% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 68.4% b. No 11%<br>c. Perhaps 19.1% d. Don't know 1.4% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 12.9%<br>b. TEC would help children improve skills 6.7%<br>c. TEC is less expensive 4.3%<br>d. TEC would be better place to help children get jobs 28.4%<br>THIS IS COMBINATION OF 3 RELATE OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 18.6%<br>f. Parents think TEC provides good education 14.3% |

Spartanburg TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 8.7% Grade 7-9 13%<br>Grade 10-11 13.9% Grade 12 24%<br>Some college 14%<br>College graduate 7.7%<br>Graduate degree 4.8%<br>TEC school 9.6%<br>Other 4.5% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 6.3% Professional 9.6%<br>Clerical sales 13.5% Labor 27.9%<br>Homemaker 14.9%<br>Retired-disabled 16.3%<br>Unemployed 9.6% Refused 1.9% |
| 3. Heads of households responding YES ONLY | 59.9% |
| 4. Race | White 79% Non-white 21% |
| 5. Sex | Male 46.7% Female 52.9% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 5.7% Professional 9.8%<br>Clerical Sales 12.4% Labor 45.4%<br>Homemaker 3.6%<br>Retired-disabled 18%<br>Unemployed 4.6% Refused 5% |

Sumter TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 74% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 9% b. Secretarial 5%<br>c. Welding 5.5% d. Business 6%<br>e. Computer Program 3% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to Sumter service area | a. Better than 12.5%<br>b. About the same 48%<br>c. Not as good 4.5%<br>d. Don't know 35% |
| 4. a. People aware that State taxes are main source of TEC's funding | 36% |
| b. People who think most TEC money comes from local taxes | 3% |
| c. People who think most TEC money comes from federal taxes | 21.5% |
| d. People who think most TEC money comes from student fees | 9.5% |
| 5. a. People who think South Carolina should spend more for TEC | 37.1% |
| b. People who think South Carolina spends the right amount for TEC | 29.9% |
| c. People who think South Carolina spends too much for TEC | 6.1% |
| 6. How Sumter TEC tuition compares with other colleges | a. More than 3%<br>b. About the same 19.5%<br>c. Less than 53%<br>d. Don't know 24% |
| 7. Does Sumter TEC help graduates find jobs? | Yes 78.6% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 28.1% b. Radio 8.0%<br>c. TV 8.0% d. Friends 29.6%<br>e. Other (brochures, direct mail, etc.) 39.7%<br>f. No information 19.1% |
| 9. Respondents seeing or hearing recent publicity about TEC | 38% |

Sumter TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 64.5% b. Radio 11.8%<br>c. TV 14.5% d. Friends 3.9%<br>e. Other (brochures, direct mail, etc. 19.7%<br>f. Don't know 1.3% |
| 11. Closest TEC college to respondent's home | Sumter 73.3% Williamsburg 4.8%<br>Midlands 3.7%<br>Florence/Darlington 2.1% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 20.6% |
| 13. Respondents who would take a course at TEC in the future | 43.4% |
| 14. Why respondents would take course | a. Improve job skills 55.7%<br>b. New career 27.3%<br>c. Hobby, etc. 21.6%<br>d. Other reasons 5.7% |
| 15. Family or friends who have taken courses at TEC | a. Family 23% b. Friends 20.5% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 38.0%<br>b. New career 60.6%<br>c. Hobby, etc. 4.2%<br>d. Other reasons 9.9% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 67% b. No 9%<br>c. Perhaps 18% d. Don't know 6% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 11%<br>b. TEC would help children improve skills 3%<br>c. TEC is less expensive 2%<br>d. TEC would be better place to help children get jobs 27%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 16.5%<br>f. Parents think TEC provides good education 12% |

Sumter TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 3.6% Grade 7-9 15.5%<br>Grade 10-11 16.5% Grade 12 30.9%<br>Some college 8.8%<br>College graduate 10.3%<br>Graduate degree 4.1%<br>TEC school 7.7%<br>Other 2.6% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 1.5% Professional 2.6%<br>Clerical sales 6.2% Labor 45.6%<br>Homemaker 12.8% Military 3.6%<br>Retired-disabled 10.8%<br>Unemployed 14.9% Refused 2.1% |
| 3. Heads of households responding YES ONLY | 59.1% |
| 4. Race | White 61.1% Non-white 38.9% |
| 5. Sex | Male 49% Female 51% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 1.6% Professional 3.8%<br>Clerical Sales 5.4% Labor 58.1%<br>Homemaker 6.9% Military 4.8%<br>Retired-disabled 12.4%<br>Unemployed 5.4% Refused 1.6% |

Tri-County TECHNICAL COLLEGE SURVEY SUMMARY

| | OPINION IN QUESTION | RESPONSES |
|---|---|---|
| 1. | People who believe TEC helps attract industry to South Carolina | 84.9% |
| 2. | The five college programs with the highest level of public awareness | a. Mechanics 8% b. Nursing 3.5%<br>c. Secretarial 5.5% d. Engineering 4.5%<br>e. Electronics 4.5% |
| 3. | Perceptions of how the South Carolina Technical Education System ranks nationally according to Tri-County service area | a. Better than 20.5%<br>b. About the same 49.5%<br>c. Not as good 2%<br>d. Don't know 28% |
| 4. a. | People aware that State taxes are main source of TEC's funding | 39% |
| b. | People who think most TEC money comes from local taxes | 6% |
| c. | People who think most TEC money comes from federal taxes | 18% |
| d. | People who think most TEC money comes from student fees | 15% |
| 5. a. | People who think South Carolina should spend more for TEC | 35% |
| b. | People who think South Carolina spends the right amount for TEC | 40% |
| c. | People who think South Carolina spends too much for TEC | 3.5% |
| 6. | How Tri County TEC tuition compares with other colleges | a. More than 3%<br>b. About the same 20.1%<br>c. Less than 60.8%<br>d. Don't know 16.1% |
| 7. | Does Tri County TEC help graduates find jobs? | 84.5% Yes |
| 8. | Where do respondents get most information about TEC? | a. Newspapers 2.2% b. Radio 4.5%<br>c. TV 7.5% d. Friends 33.5%<br>e. Other (brochures, direct mail, etc.) 47.5%<br>f. No information 8.5% |
| 9. | Respondents seeing or hearing recent publicity about TEC | 51% |

Tri-County TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 53.3% b. Radio 18.1%<br>c. TV 31.4% d. Friends<br>e. Other (brochures, direct mail, etc. 17.1%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | Tri-County 75.7% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 26.3% |
| 13. Respondents who would take a course at TEC in the future | 55.8% |
| 14. Why respondents would take course | a. Improve job skills 40.7%<br>b. New career 36.3%<br>c. Hobby, etc. 25.7%<br>d. Other reasons 10.6% |
| 15. Family or friends who have taken courses at TEC | a. Family 27.5% b. Friends 19% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 47.7%<br>b. New career 55.6%<br>c. Hobby, etc. 6.8%<br>d. Other reasons 3.4% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 73.5% b. No 6%<br>c. Perhaps 17% d. Don't know 3.5% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 9.1%<br>b. TEC would help children improve skills 5.9%<br>c. TEC is less expensive 5.9%<br>d. TEC would be better place to help children get jobs 32.6%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 19.4%<br>f. Parents think TEC provides good education 18.3% |

Tri-County TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 4.5% Grade 7-9 12.6%<br>Grade 10-11 15.6% Grade 12 27.6%<br>Some college 6%<br>College graduate 14.1%<br>Graduate degree 6%<br>TEC school 12.6%<br>Other 1% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 2% Professional 10.6%<br>Clerical sales 16.1% Labor 37.7%<br>Homemaker 14.1%<br>Retired-disabled 11.1%<br>Unemployed 8% Refused .5% |
| 3. Heads of households responding YES ONLY | 55.3% |
| 4. Race | White 90.4% Non-white 9.6% |
| 5. Sex | Male 50.5% Female 49.5% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 2.7% Professional 13.3%<br>Clerical Sales 12.2% Labor 50%<br>Homemaker 4.3%<br>Retired-disabled 14.4%<br>Unemployed 2.7% Refused .5% |

Trident TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 83.8% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 6.6% b. Nursing 3.3%<br>c. Engineering 4.4% d. Welding 5.5%<br>e. Computer program 7% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to _____ service area | a. Better than 17.3%<br>b. About the same 41%<br>c. Not as good 6.6%<br>d. Don't know 35.1% |
| 4. a. People aware that State taxes are main source of TEC's funding | 38.7% |
| b. People who think most TEC money comes from local taxes | 3.3% |
| c. People who think most TEC money comes from federal taxes | 22.7% |
| d. People who think most TEC money comes from student fees | 15.2% |
| 5. a. People who think South Carolina should spend more for TEC | 36.3% |
| b. People who think South Carolina spends the right amount for TEC | 31.9% |
| c. People who think South Carolina spends too much for TEC | 5.6% |
| 6. How Trident TEC tuition compares with other colleges | a. More than 2.2%<br>b. About the same 18.2%<br>c. Less than 57.2%<br>d. Don't know 22.3% |
| 7. Does Trident TEC help graduates find jobs? | Yes 84.3% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 28.8% b. Radio 4.1%<br>c. TV 8.5% d. Friends 31%<br>e. Other (brochures, direct mail, etc.) 51.2%<br>f. No information 6.7% |
| 9. Respondents seeing or hearing recent publicity about TEC | Yes 57.4% |

Trident TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 48.7% b. Radio 12.2%<br>c. TV 33.3% d. Friends 8.3%<br>e. Other (brochures, direct mail, etc. 27.6%<br>f. Don't know 3.2% |
| 11. Closest TEC college to respondent's home | Trident 85.3% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 16.7% |
| 13. Respondents who would take a course at TEC in the future | 56.8% |
| 14. Why respondents would take course | a. Improve job skills 50.6%<br>b. New career 33.9%<br>c. Hobby, etc. 26.9%<br>d. Other reasons 6.4% |
| 15. Family or friends who have taken courses at TEC | a. Family 22.4% b. Friends 27.2% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 52.8%<br>b. New career 47.2%<br>c. Hobby, etc. 8.3%<br>d. Other reasons 8.3% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 63% b. No 15.3%<br>c. Perhaps 21.6% d. Don't know |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 15.1%<br>b. TEC would help children improve skills 7.7%<br>c. TEC is less expensive 5.9%<br>d. TEC would be better place to help children get jobs 23.1%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 24.3%<br>f. Parents think TEC provides good education 7.4% |

DEMOGRAPHICS OF RESPONDENTS

PERCENT

1. Last grade finished in school ALL RESPONSES

Grade 1-6 1.5% Grade 7-9 6.6%
Grade 10-11 15.9% Grade 12 33.2%
Some college 14.8%
College graduate 13.3%
Graduate degree 5.5%
TEC school 7.0%
Other 2.2%

2. Respondents' occupation ALL RESPONSES AND %

Managerial 3.7% Professional 7.5%
Clerical sales 25.1% Labor 21.7%
Homemaker 11.2% Military 6.7%
Retired-disabled 11.6%
Unemployed 10.9% Refused 1.5%

3. Heads of households responding YES ONLY

54.6%

4. Race

White 70.6% Non-white 29.4%

5. Sex

Male 44.2% Female 55.8%

6. Occupation of head of household LAST LISTING, RESPONSE AND %

Managerial 9.6% Professional 8.0%
Clerical Sales 9.7% Labor 31.3%
Homemaker 2.8% Military 10.0
Retired-disabled 12.9%
Unemployed 5.2% Refused .4%

Williamsburg TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 79.5% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 10.4% b. Secretarial 3.5%<br>c. Welding 5.5% d. Cosmetology 4.5%<br>e. Business 3.5% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to _____ service area | a. Better than 12.4%<br>b. About the same 46.8%<br>c. Not as good 3%<br>d. Don't know 37.3% |
| 4. a. People aware that State taxes are main source of TEC's funding | 40.8% |
| b. People who think most TEC money comes from local taxes | 2.9% |
| c. People who think most TEC money comes from federal taxes | 16.9% |
| d. People who think most TEC money comes from student fees | 10.9% |
| 5. a. People who think South Carolina should spend more for TEC | 37.8% |
| b. People who think South Carolina spends the right amount for TEC | 36.3% |
| c. People who think South Carolina spends too much for TEC | 7.5% |
| 6. How Williamsburg TEC tuition compares with other colleges | a. More than 2.9%<br>b. About the same 22.9%<br>c. Less than 49.3%<br>d. Don't know 24.9% |
| 7. Does Williamsburg TEC help graduates find jobs? | Yes 67.3% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 29.6% b. Radio 7.1%<br>c. TV 8.1% d. Friends 39.6%<br>e. Other (brochures, direct mail, etc.) 41.1%<br>f. No information 17.9% |
| 9. Respondents seeing or hearing recent publicity about TEC | Yes 36.7% |

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 66.2% b. Radio 16.2%<br>c. TV 13.5% d. Friends 10.8%<br>e. Other (brochures, direct mail, etc. 14.9%<br>f. Don't know 1.4% |
| 11. Closest TEC college to respondent's home | Williamsburg 76.4% |
| 12. Respondents who have also been students at a TEC college in South Carolina | 23% |
| 13. Respondents who would take a course at TEC in the future | 39.9% |
| 14. Why respondents would take course | a. Improve job skills 43.9%<br>b. New career 35.4%<br>c. Hobby, etc. 29.3%<br>d. Other reasons 7.3% |
| 15. Family or friends who have taken courses at TEC | a. Family 23.9% b. Friends 15.4% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 50%<br>b. New career 52.3%<br>c. Hobby, etc. 17.4%<br>d. Other reasons 6.9% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 71.1% b. No 10.9%<br>c. Perhaps 14.9% d. Don't know 2.9% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 17.9%<br>b. TEC would help children improve skills 6.9%<br>c. TEC is less expensive 3.9%<br>d. TEC would be better place to help children get jobs 27.6%<br>THIS IS COMBINATION OF 3 RELATE OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 10.4%<br>f. Parents think TEC provides good education 4.9% |

Williamsburg TECHNICAL COLLEGE SURVEY SUMMARY

| DEMOGRAPHICS OF RESPONDENTS | PERCENT |
|---|---|
| 1. Last grade finished in school ALL RESPONSES | Grade 1-6 6.9% Grade 7-9 9.9%<br>Grade 10-11 17.9% Grade 12 33.3%<br>Some college 6.5%<br>College graduate 10.4%<br>Graduate degree 2.5%<br>TEC school 9.5%<br>Other 2.9% |
| 2. Respondents' occupation ALL RESPONSES AND % | Managerial 2.0% Professional 7.0%<br>Clerical sales 9.1% Labor 32.8%<br>Homemaker 16.2%<br>Retired-disabled 17.8%<br>Unemployed 11.1% Refused 4.5% |
| 3. Heads of households responding YES ONLY | 56.8% |
| 4. Race | White 43.5% Non-white 56.5% |
| 5. Sex | Male 38.5% Female 61.5% |
| 6. Occupation of head of household LAST LISTING, RESPONSE AND % | Managerial 3.8% Professional 7.7%<br>Clerical Sales 4.4% Labor 49.2%<br>Homemaker 6.6%<br>Retired-disabled 21.9%<br>Unemployed 3.3% Refused 3.3% |

York TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 1. People who believe TEC helps attract industry to South Carolina | 72.4% |
| 2. The five college programs with the highest level of public awareness | a. Mechanics 6.9% b. Nursing 6.9%<br>c. Computer 7.8% d. Engineering 4.9%<br>e. Welding 5.9% |
| 3. Perceptions of how the South Carolina Technical Education System ranks nationally according to York service area | a. Better than 11.8%<br>b. About the same 45.6 %<br>c. Not as good 1.5 %<br>d. Don't know 40.2 % |
| 4. a. People aware that State taxes are main source of TEC's funding | 41.4% |
| b. People who think most TEC money comes from local taxes | 2.5% |
| c. People who think most TEC money comes from federal taxes | 15.3% |
| d. People who think most TEC money comes from student fees | 12.3% |
| 5. a. People who think South Carolina should spend more for TEC | 28.6% |
| b. People who think South Carolina spends the right amount for TEC | 36.9% |
| c. People who think South Carolina spends too much for TEC | 1.9% |
| 6. How York TEC tuition compares with other colleges | a. More than 2.5%<br>b. About the same 13.8%<br>c. Less than 56.7%<br>d. Don't know 27.1% |
| 7. Does York TEC help graduates find jobs? | Yes 79.7% |
| 8. Where do respondents get most information about TEC? | a. Newspapers 21.1% b. Radio 4.9%<br>c. TV 8.3% d. Friends 40.2%<br>e. Other (brochures, direct mail, etc.) 48%<br>f. No information 9.8% |
| 9. Respondents seeing or hearing recent publicity about TEC | Yes 36.9% |

York TECHNICAL COLLEGE SURVEY SUMMARY

| OPINION IN QUESTION | RESPONSES |
|---|---|
| 10. Where respondent saw or heard this publicity | a. Newspapers 62.1% b. Radio 6.7%<br>c. TV 13.5% d. Friends 8.1%<br>e. Other (brochures, direct mail, etc. 24.3%<br>f. Don't know |
| 11. Closest TEC college to respondent's home | 83.5% York |
| 12. Respondents who have also been students at a TEC college in South Carolina | 18.7% |
| 13. Respondents who would take a course at TEC in the future | 45% |
| 14. Why respondents would take course | a. Improve job skills 53.8%<br>b. New career 23.1%<br>c. Hobby, etc. 30.7%<br>d. Other reasons 3.3% |
| 15. Family or friends who have taken courses at TEC | a. Family 24 % b. Friends 23% |
| 16. Family or friends planning to take course at TEC | a. Improve job skills 51.7%<br>b. New career 51.7%<br>c. Hobby, etc. 3.4%<br>d. Other reasons 5.7% |
| 17. People who want their sons or daughters to attend TEC | a. Yes 71.3% b. No 10.4%<br>c. Perhaps 14.8% d. Don't know 3.4% |
| 18. Why parents would want children to attend TEC | a. Parents would permit children to attend TEC but would (prefer college) 13.7%<br>b. TEC would help children improve skills 2.9%<br>c. TEC is less expensive 10.3%<br>d. TEC would be better place to help children get jobs 22%<br>THIS IS COMBINATION OF 3 RELATED OPEN RESPONSES<br>e. Parents would approve but are allowing children to make own decisions 16.2%<br>f. Parents think TEC provides good education 11.7% |

York TECHNICAL COLLEGE SURVEY SUMMARY

DEMOGRAPHICS OF RESPONDENTS — PERCENT

1. Last grade finished in school ALL RESPONSES
   Grade 1-6 4.5% Grade 7-9 11%
   Grade 10-11 14.5% Grade 12 29%
   Some college 13%
   College graduate 11%
   Graduate degree 6%
   TEC school 8%
   Other 3%

2. Respondents' occupation ALL RESPONSES AND %
   Managerial 1.4% Professional 3.9%
   Clerical sales 8.3% Labor 51.7%
   Homemaker 8.3%
   Retired-disabled 14.2%
   Unemployed 10.3% Refused 1.4%

3. Heads of households responding YES ONLY
   63.2%

4. Race
   White 78.4% Non-white 21

5. Sex
   Male 45% Female 54.9%

6. Occupation of head of household LAST LISTING, RESPONSE AND %
   Managerial 2.5% Professional 4.6%
   Clerical Sales 9.3% Labor 61.1%
   Homemaker 2.1%
   Retired-disabled 16.1%
   Unemployed 3.1% Refused .5%
   Military .5%

# APPENDIX B

CALL
BACK
INFORMATION: _____ _____
(Suggested call back day and time)

---

TECHNICAL EDUCATION SURVEY
9/81

Questionnaire No: ___ ___ ___ ___ (1 2 3 4)

101___
102___
103___
104___

Interviewer Name: _____

Telephone Number: _____

Date: _____

HELLO, I AM _____. THE COLLEGE OF JOURNALISM IS CONDUCTING A SURVEY OF TECHNICAL EDUCATION IN YOUR AREA AND WOULD LIKE TO ASK YOU A FEW QUESTIONS.

(If sex of person on phone is same as category required, ask:)

THE SURVEY WHICH WE ARE CONDUCTING REQUIRES US TO TALK TO SOMEONE OVER 18. ARE YOU OVER 18 YEARS OF AGE?

(Or, if you need a person of the opposite sex, ask:)

THIS STUDY REQUIRES THAT I INTERVIEW AN ADULT MAN/WOMAN. IS THERE A MAN/WOMAN 18 YEARS OR OLDER IN YOUR HOME? MAY I SPEAK TO HIM/HER?

(If the answer is yes but the person is not at home, ask for the name of the person and a time when you can reach that person.)
(WRITE IN NAME AND TIME IN SPACE ABOVE)

(If the answer is no, thank the person for their time and place the next call.)

---

1. FIRST, WOULD YOU TELL ME WHICH COUNTY YOU LIVE IN? 105___

County: _____ 106___

MOST STATES PROVIDE SOME SORT OF TRAINING FOR PERSONS GOING INTO INDUSTRY OR THE TRADES LIKE THAT PROVIDED BY THE TEC COLLEGES IN SOUTH CAROLINA.

2. NOW FOR THE QUESTIONS! FIRST, HOW MANY TECHNICAL COLLEGES DO YOU THINK THERE ARE IN SOUTH CAROLINA? 107___ 108___

_____

3. DO YOU THINK THE TECHNICAL COLLEGES HELP ATTRACT NEW INDUSTRY TO YOUR AREA?

1___yes 2___No 3___Don't know 109___

4. MOST TEC COLLEGES OFFER A VARIETY OF TRAINING PROGRAMS FOR PEOPLE GOING INTO BUSINESS AND INDUSTRY. CAN YOU TELL ME AT LEAST FOUR SUCH TRAINING PROGRAMS WHICH YOUR LOCAL TEC COLLEGE OFFERS?

110___
111___

1_____

112___
113___

2_____

114___
115___

3_____

116___
117___

4_____

5. WOULD YOU SAY THE TRAINING AND EDUCATION OFFERED BY SOUTH CAROLINA TECHNICAL COLLEGES IS BETTER THAN, ABOUT THE SAME AS, OR NOT AS GOOD AS THAT OFFERED IN OTHER STATES?

1___Better than 2___About the same 3___Not as good

4___Don't know 118___

6. THE TECHNICAL COLLEGES RECEIVE MONEY FROM STATE TAXES, LOCAL TAXES, FEDERAL TAXES, AND STUDENT FEES. WHICH ONE OF THESE DO YOU THINK IS MOST IMPORTANT AS A SOURCE OF INCOME FOR THE TEC COLLEGES? (Only one response.)

1___State taxes 2___Local taxes 3___Federal taxes

4___Student fees 5___Other (list)_____

6___Don't know 119___

7. DO YOU FEEL SOUTH CAROLINA IS SPENDING ABOUT THE RIGHT AMOUNT OF MONEY, TOO MUCH MONEY, OR NOT ENOUGH MONEY TO SUPPORT TECHNICAL EDUCATION?

1___Right amount 2___Too much 3___Not enough 4___D/K 120___

8. DO YOU THINK THE TUITION TO GO TO A TECHNICAL COLLEGE IS MORE THAN, ABOUT THE SAME AS, OR LESS THAN THE TUITION TO OTHER STATE COLLEGES AND UNIVERSITIES?

1___More than 2___About the same 3___Less than

4___Don't know 121___

9. DO YOU THINK THE TEC COLLEGES HELP THEIR GRADUATES FIND JOBS WHEN THEY FINISH THEIR TRAINING?

1___Yes 2___No 3___Don't know 122___

10. IN THE LONG RUN, WOULD YOU SAY TEC GRADUATES EARN MORE, THE SAME, OR LESS THAN A HIGH SCHOOL GRADUATE?

1___More 2___The same 3___Less 4___Don't know 123___

11. WHERE DO YOU GET MOST OF YOUR INFORMATION ABOUT TEC? (Do not read list. Check all responses mentioned.)

124___Newspapers 124___

125___Radio 125___

126___TV 126___

127___Friends 127___

128___Other (list)_____ 128___

129___No Information 129___

12. DO YOU RECALL SEEING OR HEARING ANY RECENT PUBLICITY OR NEWS ITEM ABOUT YOUR LOCAL TECHNICAL COLLEGE?

1___Yes (Go to Question 13)

2___No (Go to Question 14)

3___Don't know (Go to Question 14) 130___

13. WHERE DID YOU SEE OR HEAR THIS PUBLICITY OR NEWS? (Do not read list. Check all responses mentioned)

131___Newspaper 131___

132___Radio 132___

133___TV 133___

134___Friends 134___

135___D/K 135___

136___Other (list)_____ 136___

14. WHAT IS THE NAME OF THE TEC COLLEGE CLOSEST TO YOUR HOME? 137___

_____ 138___

15. HAVE YOU EVER BEEN A STUDENT AT A TEC COLLEGE IN SOUTH CAROLINA?

1___Yes (Go to Question 16)

2___No (Go to Question 17) 139___

16. WERE YOU A FULL-TIME OR PART TIME STUDENT?

1___Full-time 2___Part-time 140___

17. WOULD YOU CONSIDER TAKING A COURSE AT A TEC COLLEGE IN THE FUTURE?

1___Yes (Go to Question 18)

2___No (Go to Question 19)

3___Don't know (Go to Question 19) 141___

18. WHY WOULD YOU CONSIDER TAKING A COURSE AT A TEC COLLEGE? TO IMPROVE YOUR PRESENT JOB SKILLS, TO PREPARE FOR A NEW CAREER, OR FOR SOME OTHER REASON? (Check as many responses as mentioned.)

142___Improve job skills 142___

143___New career 143___

144___Hobby, Pastime, Home repair, etc. 144___

145___Other (list)_____ 145___

19. HAVE ANY OTHER MEMBERS OF YOUR FAMILY OR YOUR FRIENDS TAKEN COURSES AT A TEC COLLEGE IN SOUTH CAROLINA?

1___Yes (family only) 3___Yes (family and friends)

2___Yes (friends only) 4___No 5___Don't know 146___

20. ARE ANY MEMBERS OF YOUR FAMILY OR YOUR FRIENDS PLANNING TO TAKE COURSES AT A TEC COLLEGE IN THE FUTURE?

1___Yes (Go to Question 21)

2___No (Go to Question 22)

3___Don't know (Go to Question 22) 147___

21. WHY DO THEY PLAN TO TAKE COURSES AT TEC? TO IMPROVE PRESENT JOB SKILLS, TO PREPARE FOR A NEW CAREER, OR FOR SOME OTHER REASON?

148___Improve job skills 148___

149___New career 149___

150___Hobby, Pastime, Home repair, etc. 150___

15 ___Other (list)_____ 151___

22. ASSUMING YOU HAD A SON OR DAUGHTER, WOULD YOU LIKE FOR HIM OR HER TO ATTEND A TECHNICAL COLLEGE?

1___Yes 2___No 3___Perhaps 4___D/K 152___

23. WHY/WHY NOT?

_____ 153___

_____ 154___

TO HELP IN THE ANALYSIS OF YOUR ANSWERS, WE NEED SOME INFORMATION ABOUT YOURSELF AND YOUR FAMILY.

24. WHAT WAS THE LAST GRADE YOU FINISHED IN SCHOOL?

| 1-6 | 7-9 | 10-11 | 12 | Some College | College Graduate | Grad Degree | Tech School | Other |
|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

155___

25. WHAT IS YOUR PRESENT OCCUPATION?

_____ 156___

26. DO YOU CONSIDER YOURSELF THE HEAD OF YOUR HOUSEHOLD?

1___Yes (Go to Question 28) 2___No (Go to Question 27) 157___

27. WHAT IS THE OCCUPATION OF THE HEAD OF YOUR HOUSEHOLD?

_____ 158___

28. WHAT WAS YOUR AGE AT YOUR LAST BIRTHDAY?_____ 159___ 160___
(write in age)

---

(If you are unsure about the race of this respondent, ask:)

DO YOU CONSIDER YOURSELF WHITE OR NON-WHITE?

Race: 1___White 2___Non-White 3___D/K 161___

Sex 1___Male 2___Female 3___D/K 162___

THANK YOU FOR YOUR COOPERATION!

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96 Powell Library Building
University of California
Los Angeles, California 90024



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